



# THE LION'S ROARMANSHIP

A METRO-GOLDWYN-MAYER

# PRESS BOOK

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"Why settle for a plain ole bride when I already got me a **FANCY** lady"



"He's gonna marry respectable even if it takes a shotgun to do it."

METRO-GOLDWYN-MAYER presents

# MAIL ORDER BRIDE



STARRING **Buddy EBSEN · Keir DULLEA · Lois NETTLETON**

SCREEN PLAY BY **Warren OATES** · DIRECTED BY **Burt KENNEDY** · PRODUCED BY **Burt KENNEDY · Richard E. LYONS**

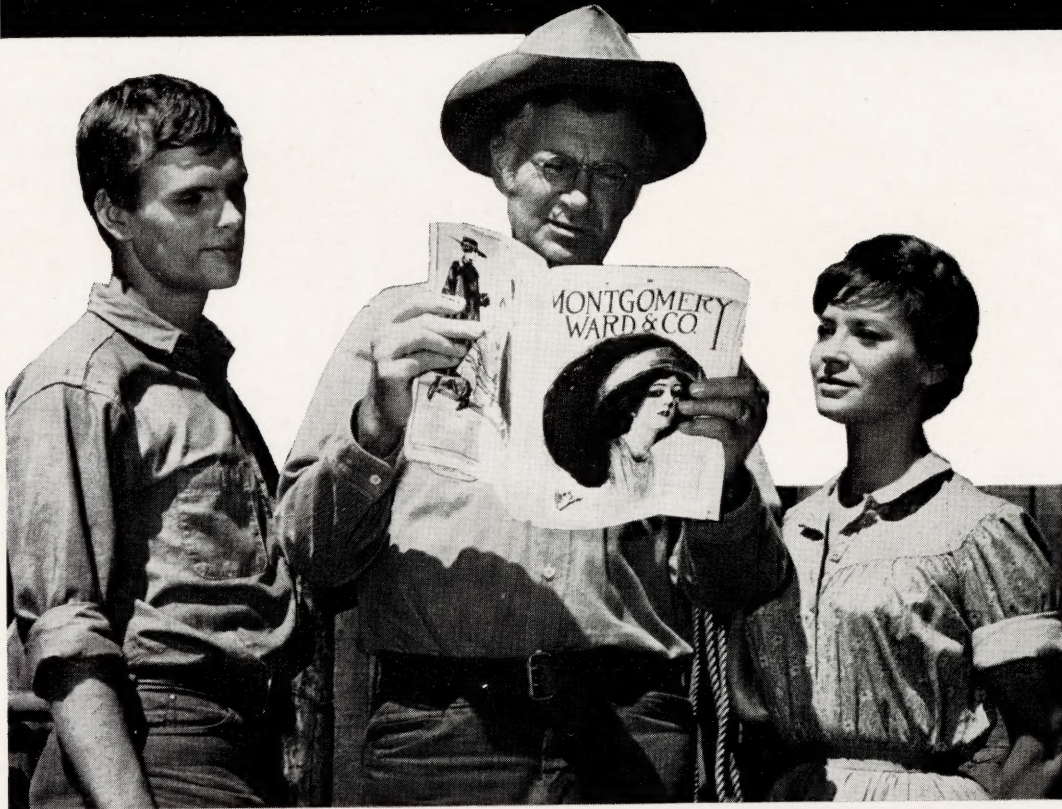
IN **PANAVISION**® AND **METROCOLOR**

Hear Buddy Ebsen Sing "Mail Order Bride" on MGM Records

T H E A T R E

Ad No. 406—448 Lines (4 Cols. x 112 Lines)

# TIE-IN WITH MONTGOMERY WARD & CO.



The Montgomery Ward mail order catalogue is a focal point in this picture. Work with your local branch of Montgomery's and start paving that path to your boxoffice. MW store managers have been bulletined about "MAIL ORDER BRIDE" and they'll be cooperative.

## Here's what you might do:

ARRANGE a special screening of "MAIL ORDER BRIDE" for all local Montgomery Ward executives and store personnel. Suggest that they print up appropriate invitations and make this a gala event.

SHOW them your promotion material and suggest they use these for window and in-store displays. Show them color stills, too. Generate interest in ads and mailers using some of the angles presented here.

FEBRUARY 14 is ST. VALENTINE'S DAY and MW will likely be promoting this event. "MAIL ORDER BRIDE" offers a natural tie-in. The same goes for Bachelor's Day and Leap Year Day, both February 29. Suggested theme:

"MAIL ORDER a gift to your Valentine.  
MAIL ORDER a gift to your BRIDE.  
See 'MAIL ORDER BRIDE'!"

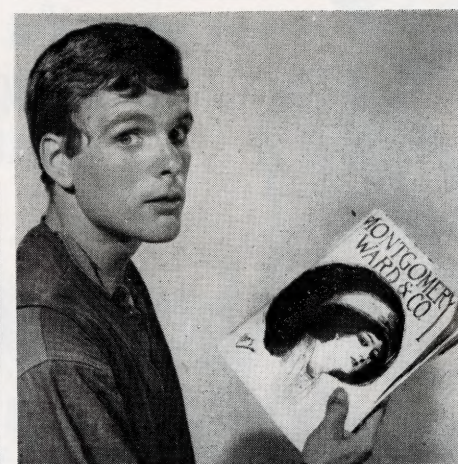
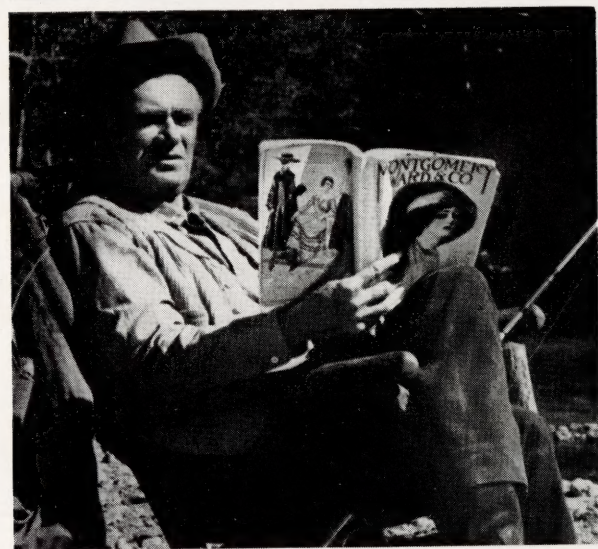
MW catalogue from which the "MAIL ORDER BRIDE" was selected was dated 1906. Suggest an early 1900 MW window, using film promotional materials as the center pieces.

ASK MW to honor all couples who married in 1906. Suggest that they be feted in a local restaurant and given assorted gifts. They should seek out such couples via classified ads, mailers, store cards, etc. When transporting these couples, suggest that MW use bannered vintage automobiles, the more, the better. From this group, select a symbolic couple for "This Is Your Life" treatment. Arrange newspaper, radio and TV coverage.

SUGGEST that MW book your entire theater for one or two nights and run a consumer promotion such as, "We're 92 years young (founded 1872) so we're inviting the first 992 customers through our doors on (date) to be our guests to see 'MAIL ORDER BRIDE' at (theater). Why? Believe it or not, the Montgomery Ward catalogue once had a Mail Order Bride Department!" Or, the theater party may be for the purpose of honoring the couples who married in 1906. Add festiveness to the occasion by running a fashion show on stage, perhaps including some 1906 fashions. The event may also serve as a means for MW to pass out new catalogues, sales promotion material, etc.

INTEREST MW in locating a real, live "MAIL ORDER BRIDE," one who met her husband through the MW catalogue (see classified ad in this section). Pull out all publicity and promotion stops on this one, if you find such a woman. Newspapers, radio and TV will surely cooperate on publicity.

(Order stills #1813-42, #1813X13, #C1813-29, #1813X6, #C1813-34, #1813-18E.)



## DISTRICT MANAGERS OF 1,100 MONTGOMERY WARD RETAIL & CATALOGUE STORES

### METROPOLITAN DISTRICTS

#### Eastern Region

Baltimore, D. D. Prust — Baltimore (Monroe), Essex, Glen Burnie, and Towson, Md.

Florida, K. A. Brooks — Bradenton, Clearwater, Daytona Beach, Jacksonville, Lakeland, Melbourne, Orlando, St. Petersburg, Tampa, West Jacksonville, and West Palm Beach.

New Jersey, S. W. Fleming — Eatontown and Metuchen (Menlo Park).

Washington, D. C., J. B. Gelling — Landover Hills (Capital Plaza), Md.; Seven Corners, Va., and Wheaton, Md.

#### North Central Region

Akron, W. W. Shine — Akron and Cuyahoga Falls, Ohio.

Detroit, S. D. Ward — Ann Arbor, Dearborn, Detroit (Grand

River), Detroit (Gratiot), Livonia, Mount Clemens, Pontiac, Royal Oak, and Southgate, Mich.

St. Paul, R. M. Harrell — Bloomington, St. Anthony Village (Apache), and St. Paul, Minn.

#### South Central Region

Denver, D. L. Hershey — Boulder, Denver (Broadway), and Denver (Lakeside), Colo.

Fort Worth, C. W. Wagner — Dallas (Wynnwood), Fort Worth (Richland Hills), Fort Worth (Seventh Street), Fort Worth (Ward Plaza), and Mesquite, Tex.

Houston, W. D. Davis — Northline, Palm Center, and Sharpstown.

Kansas City, J. H. Heath — Grandview, Mo.; Kansas City, Kans.; Kansas City (Belmont), Kansas City (Blue Ridge), and Kansas City (Ward Parkway), Mo.

Oklahoma City, G. R. Cox — Main and Penn Square. San Antonio, L. H. Flood — McCreless and Wonderland.

#### Western Region

Los Angeles, N. B. Trenton — Huntington Park, Panorama City, Riverside, San Bernardino, and Santa Ana, Calif.

Oakland, R. M. Elliott — Corte Madera, Oakland, Pleasant Hill, and Richmond, Calif.

Phoenix, E. W. Herrmann — Chris-Town, Maryvale, and Thomas Mall.

San Diego, E. M. Powell — La Mesa, National City, and San Diego (Mission Valley), Calif.

#### Chicago Metro District

Chicago, R. L. Daly — Aurora, Blue Island, Chicago (State St.), Chicago Heights, Evergreen Park, Ill.; Gary, Ind.; Hammond, Ind.;

Joliet, La Grange, Mount Prospect (Randhurst), Oak Park, Skokie (Old Orchard), and Waukegan, Ill.

Following is a list of the new retail districts, by region, presenting their number designation, the home office location, number of stores included in the retail district, the new manager and his former position.

#### NEW RETAIL DISTRICTS

##### Eastern Region

1 — Albany, N. Y., 30 stores, D. E. Emmons, formerly district 1 manager.

2 — New Kensington, Pa., 29 stores, R. A. Kerin, district 2 manager.

4 — Kannapolis, N. C., 25 stores, C. F. Castleman, district 4 manager.

##### North Central Region

1 — Richmond, Ind., 42 stores,

J. P. Riley, district 2 manager. 2 — Fort Wayne, Ind., 32 stores, H. E. Fischer, Fort Wayne store manager.

3 — Madison, Wis., 30 stores, Wayne Klopp, district 1 manager. 4 — St. Paul, Minn., 46 stores, F. K. Jensen, district 7 manager.

##### South Central Region

1 — Omaha, Nebr., 36 stores,

L. E. Rowan, district 3 manager. 2 — Kansas City, Mo., 38 stores, D. M. Carstenson, Burlington, Iowa, store manager.

3 — Fort Worth, Tex., 29 stores,

A. G. Carmack, district 5 manager. 4 — Denver, Colo., 24 stores, B. L. Hudgens, district 4 manager.

##### Western Region

1 — Portland, Oreg., 26 stores,

D. D. Morris. 2 — Oakland, Calif., 29 stores, L. B. Clark.

**WANTED: A MAIL ORDER BRIDE**

Metro-Goldwyn-Mayer Studios will pay \$..... for information leading to the discovery of a genuine Mail Order Bride (heart and hand girl). If you have documented evidence of any lady, now living, whose marriage was arranged through Montgomery Ward, write Mail Order Bride, M-G-M, 1540 Broadway, New York 36, N. Y.

**WANTED:****Mail Order Brides (Pre-1900)**

Heart and Hand Girls, known in the late 1800's as Mail Order Brides formed the basis of some of America's most substantial marriages. If your marriage was of the mail order variety vintage, prior to 1900 and can be documented, Metro-Goldwyn-Mayer Studios would like to hear about it. Write: Mail Order Bride, M-G-M, 1540 Broadway, New York 36, N. Y.

**WANTED:****A Heart And Hand Girl, Pre-1900**

If your marriage was of the genuine mail order vintage, prior to 1900 and can be documented, Metro-Goldwyn-Mayer Studios would like to know about it. Write: Mail Order Bride, M-G-M, 1540 Broadway, New York 36, N. Y.

**ARE YOU A GENUINE HEART AND HAND GIRL?**

Was your marriage arranged through the once active Mail Order Bride Department of Montgomery Ward? If it was, Metro-Goldwyn-Mayer would like to hear from you. Write: Mail Order Bride, M-G-M, 1540 Broadway, New York 36, N. Y.

## FIND YOUR OWN, REAL, LIVE "MAIL ORDER BRIDE"!

Adapt a classified ad as illustrated here and place it in your local newspaper. Arrange a newspaper publicity story based on your pursuit. If you locate a genuine MAIL ORDER BRIDE, give her celebrity treatment. Get her around town in a well-bannered antique automobile or buckboard. Arrange for newspaper, radio and TV publicity. Have her attend an opening night "premiere."

REMEMBER, IF YOU PROMOTE THIS BRIDE WELL ENOUGH, SHE CAN BE YOUR BOXOFFICE-BOOSTING CELEBRITY FOR THE RUN OF THE FILM. This stunt also applies to your Montgomery Ward tie-in where they should try to find a MAIL ORDER BRIDE who actually met her husband through the MW catalogue. MW should get behind this for extensive promotion. MGM is trying to locate such a MAIL ORDER BRIDE and if we do, the national publicity we generate will help your theater. Likewise, if you are successful in uncovering an interesting BRIDE won't you let us know.

★



Keir Dullea and Lois Nettleton meet in "MAIL ORDER BRIDE" as a result of a "husband wanted" classified ad placed in the 1906 edition of the Montgomery Ward mail order catalogue, a common practice then.

Ask your patrons to tell you how they met and use interesting excerpts from the letters in heralds, publicity and on a lobby standee. Give guest tickets and other prizes.

Distribute entry blanks asking your patrons to use the back to write simple answers to the question of how they met. In your entry form, ask for the entrant's name and address, plus a signature under a line of copy giving you permission to use all or part of the letter for publicity and/or advertising.

(Order still #1813-18E.)

Sample excerpts for promotion:

"He was the postman who delivered my mail order dress." Mrs. E. G., Tulsa

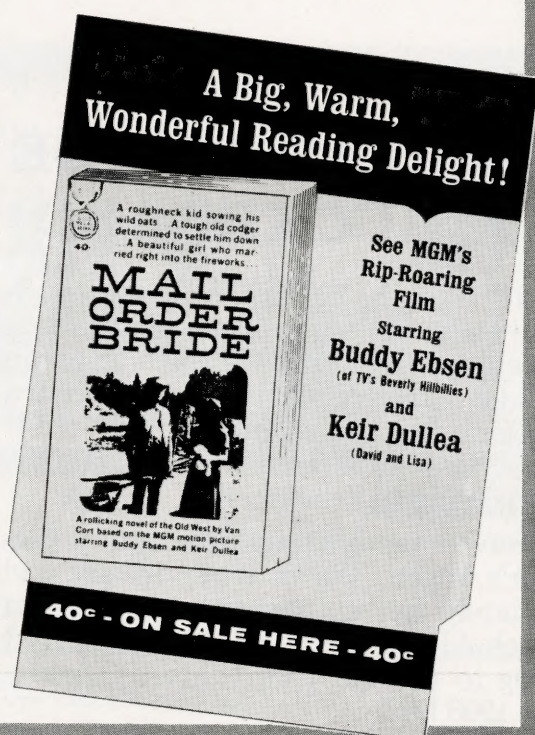
"He paid my bus fare. I had forgotten my purse." Mrs. A. B., Memphis

"How else? She was my nurse when I had the gout!" Mr. R. H., Moline

## PAPERBACK BOOK

"MAIL ORDER BRIDE" is a moving, rollicking, at times poignant, novel of the Old West by Van Cort and it is available in inexpensive paperback through Gold Medal Books, a division of Fawcett Publications. Based on the Burt Kennedy original screenplay, this is the *only* edition available. Fawcett is really getting behind this book and is providing theater managers and book dealers with free promotional materials as play dates are known. Day, date and theater information can be imprinted on 2½x3-inch stickers and two-color rack cards (illustrated) available by contacting the local Fawcett distributor whose name will be sent to you.

- Display books in theater lobby.
- Arrange co-op advertising with local book dealer.
- Ask Fawcett distributor to use wagon banners.
- Promote copies of the book for film critics and radio-TV personalities. Include invitations to see film.
- Reproduce one column "MAIL ORDER BRIDE" ad on suitable stock and give to your book dealers to give-away as bookmarks.
- Fawcett distributor may have local radio-TV tie-in. If so, ask him to plug the movie along with the book.



## DAYS AND MONTHS FOR MORE BOXOFFICE \$\$\$\$

**ST. VALENTINE'S DAY, Friday, February 14** — Tell Montgomery Ward and all other local merchants about this day. Your picture is "MAIL ORDER BRIDE" and Valentine's Day is a day for lovers and brides, so really "milk" this one.

**FUTURE FARMERS OF AMERICA WEEK, February 15-22** — Recognizes students of agriculture. Contact any local agricultural school and arrange for appropriate lobby exhibit, even growing plants. Arrange with local merchants to provide gifts to all those who can prove they are "Future Farmers."

**BATTLE OF ENIWETOK ATOLL, February 17-22** — This was a famous Pacific battle in 1944, 20 years ago. Armed service discharge papers note the areas of combat, so offer guest tickets for two to "our local heroes of the Battle of Eniwetok Atoll." Publicize this offer.

**WASHINGTON'S BIRTHDAY, Saturday, February 22** — Make up posters, "We cannot tell a lie, you have never known love of the kind you'll experience with a 'MAIL ORDER BRIDE,' etc."

**NEW U.S. GOVT. POSTAL CARD, Saturday, February 22 (Issue Date)** — The new postal card will cost 4¢ and commemorate the 175th anniversary of the U.S. Bureau of Customs Service. Use this card as a mailer to your patrons. Suggested copy: "This postal card is a one-time special printing, so you might like to hold on to it as a souvenir. Also via the U.S. Mail comes a 'MAIL ORDER BRIDE' and we think you'll be remembering this one, too. See it at (theater), etc."

**PENCIL WEEK, February 24-29** — Yes, even the pencil! Suggested poster: "This is Pencil Week, so take pencil in hand and send away for a 'MAIL ORDER BRIDE.' Better still, come see the picture at (theater) starting (date)."

**BACHELOR'S DAY, Saturday, February 29** — Another "natural." Tell Montgomery Ward that this is the day to promote the sale of merchandise for men. See MW copy in this section. Arrange bachelor contests, special incentives for bachelors who "risk" seeing the film, etc.

**LEAP YEAR DAY, Saturday, February 29** — Comes but once every four years... and only once in a lifetime to tie-in with a perfectly matched film, namely "MAIL ORDER BRIDE." On this day, it's okay for gals to propose to their guys and the BEST place to do it is in your theater. Work with Montgomery Ward on this one, too.

**NATIONAL WEIGHTS AND MEASURES WEEK, March 1-7** — Put an old-fashioned scale and mount a 7-foot rule in your lobby with a poster, "Weigh up! Measure up! This is National Weights and Measures Week, a good time to see if you have the makings of a 'MAIL ORDER BRIDE' or a 'MALE FOR A BRIDE.'"

**1964 EASTER SEAL CAMPAIGN, March 1-29** — Contact your local chapter of the National Society for Crippled Children and Adults and ask them to provide you with lobby materials. Make up a poster: "On (date) we're showing 'MAIL ORDER BRIDE' and that is a good time as any to start putting Easter Seals on all your mail." The chapter will likely plan mailings, so keep this in mind for added promotions.

**NATIONAL EGG MONTH, March 1-31** — Suggested copy: "Miss seeing 'MAIL ORDER BRIDE' and you can celebrate National Egg Month because you've laid the biggest egg of the month!"

**GIRL SCOUT WEEK, March 8-14** — Give special incentives to Girl Scouts. Promote prizes from local merchants for all girls who've joined the Scouts this week. Also suggested poster: "A Girl Scout can also grow up to become a 'MAIL ORDER BRIDE' which we're showing starting (date)."

**ST. PATRICK'S DAY, Tuesday, March 17** — Prepare special green-colored gifts for all brides this day.

**SPRING BEGINS, Friday, March 20** — In the Spring, a young man's fancy turns to fanciful thoughts like brides and taking his bride... or girl... to see "MAIL ORDER BRIDE."

# MUSIC

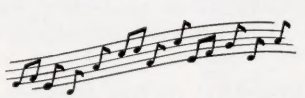
**BUDDY EBSEN  
MGM RECORD**



"MAIL ORDER BRIDE," sung by Buddy Ebsen, is available on the MGM Records label as a single, 45-RPM disc in an eye-catching color sleeve. The melody was written by George Bassman, famous for his "I'm Getting Sentimental Over You." The lyrics were authored by Buddy Ebsen himself who has quite a roster of songs to his credit. Reverse side of the record is the theme song from "The Beverly Hillbillies," also sung by Ebsen.

**CONTACT MGM DISTRIBUTOR, AND RETAILER FOR TIE-INS**

- See that local deejays and record librarians have the record. Invite them to see the film.
- Arrange for window and in-store displays. Provide material.
- Ask record distributor to place record in juke boxes. Tack film posters above juke boxes.
- Talk to deejays and arrange contests using guest tickets and records for prizes.



**SHEET MUSIC**

"MAIL ORDER BRIDE" is available as sheet music, published by The Big 3 Music Corporation (Robbins, Feist & Miller). This is now in music shops everywhere. Contact your local music dealer and ask him to use your photos and posters in a window or in-store display.

**TRAILERS • RADIO E.T.'s**

**THEATER TRAILER**

Your audience registered great boxoffice approval for Keir Dullea when he captured America in his poignant "David and Lisa" role. Buddy Ebsen is the "Hillbilly" whom *everyone* loves. These prime factors, plus an absorbing film, are reasons enough to run your trailer early and often. Order from National Screen... now!

**TELEVISION TRAILERS**

Free TV trailers in lengths of 60-seconds and 20-seconds are available from your MGM Field Representative. It will profit you to look to TV for a sizable share of your theater audience. Here, Buddy Ebsen rides high on TV, so assure yourself added boxoffice with a maximum TV campaign. Try for time periods close to the CBS "Hillbillies" program on Wednesdays.

**RADIO E.T.'s**

There are fine, inexpensive radio time buys especially valuable in capturing the ardent followings of Keir Dullea and Buddy Ebsen. It was among this youthful radio audience that Dullea's "David and Lisa" scored so well. This same music-loving group are Ebsen regulars so contact your MGM Field Representative now for a wide selection of radio spots in 60, 30, 20 and 10-seconds.

**TRY  
THIS  
POSTER  
OR  
HERALD**



**ARE YOU A  
MAIL BRIDE  
OR GROOM?**

Prove to our satisfaction that you met your spouse through the mails and be our guest to see "MAIL ORDER BRIDE".

*NOTE: This is not to be confused with your effort to find a MAIL ORDER BRIDE. Many people have "met" for the first time through the mails via introductions, through friends, business, etc.*

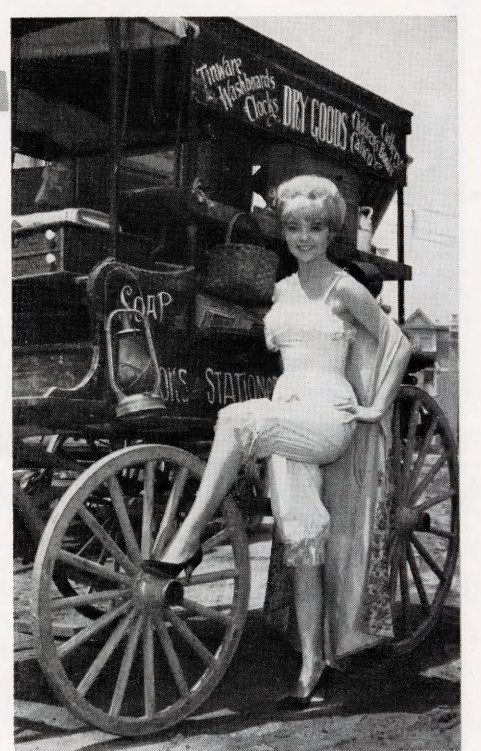
**COLOR STILLS**

A very attractive set of 12 full color stills is available for your theater for all uses from National Screen.

**BALLYHOO THE BRIDE WITH A BUCKBOARD!**

Period of the film is early 1900's. One scene (as illustrated) shows a pump organ being played on a buckboard pulled by two horses. Get such an organ and a player and mount both on a horse-drawn wagon or even an open truck. Banner might read: "I'm playing the Wedding March for a 'MAIL ORDER BRIDE' coming to (theater) on (date)."

Actress Diane Sayre stands alongside a turn-of-the-century peddler's wagon. Use an attractive gal, and driver, appropriately dressed. Suggested copy: "I'm delivering household supplies to a 'MAIL ORDER BRIDE' coming to (theater) on (date)." Dress a girl as an early 1900 bride.



Ain't nothin' you need for an old-fashioned hillbilly wedding  
but a mail order catalogue  
and a shotgun!

METRO-GOLDWYN-MAYER presents

MONTOUR MARRIAGE

and a shotgun!

IN PANAVISION® AND METROCOLOR

**MAIL ORDER BRIDE**

STARRING BUDDY EBSEN · KEIR DULLEA · CO-STARRING LOIS NETTLETON

SCREEN PLAY BY WARREN OATES · DIRECTED BY BURT KENNEDY · PRODUCED BY BURT KENNEDY · RICHARD E. LYONS

T H E A T R E

Hear Buddy Ebsen Sing "Mail Order Bride" on MGM Records

Ad No. 407—448 Lines (4 Cols. x 112 Lines)

METRO-GOLDWYN-MAYER presents

Just a simple hillbilly weddin' ...a guy, a gal, and a shotgun!

**MAIL ORDER BRIDE**

STARRING BUDDY EBSEN · KEIR DULLEA · CO-STARRING LOIS NETTLETON

IN PANAVISION® AND METROCOLOR

SCREEN PLAY BY WARREN OATES · DIRECTED BY BURT KENNEDY · PRODUCED BY BURT KENNEDY · RICHARD E. LYONS

T H E A T R E

Ad No. 310—126 Lines (3 Cols. x 42 Lines)

Funniest hillbilly weddin' ever!

M-G-M presents

**MAIL ORDER BRIDE**

Starring BUDDY EBSEN · KEIR DULLEA · Co-Starring LOIS NETTLETON

IN PANAVISION® AND METROCOLOR

T H E A T R E

Ad No. 112—50 Lines

**HE LAID DOWN THE LAW  
WITH HIS  
FISTS... and his  
women came  
C.O.D.!**

IN **PANAVISION**  
AND **METROCOLOR**

METRO-GOLDWYN-MAYER presents

**MAIL ORDER BRIDE**

STARRING **Buddy EBSEN · Keir DULLEA · Lois NETTLETON**

CO-STARRING

SCREEN PLAY BY **Warren OATES · Burt KENNEDY · Burt KENNEDY** · DIRECTED BY **Burt KENNEDY** · PRODUCED BY **Richard E. LYONS**

T H E A T R E

Ad No. 408—448 Lines (4 Cols. x 112 Lines)

Ain't nothin' you need for an old-fashioned hillbilly wedding  
but a mail order  
catalogue

METRO-GOLDWYN-MAYER presents

and a  
shotgun

IN **PANAVISION** AND **METROCOLOR**

Starring **BUDDY EBSEN · KEIR DULLEA · LOIS NETTLETON**

Co-Starring

Screen Play by **Warren OATES · Burt KENNEDY · Burt KENNEDY** · Directed by **Burt KENNEDY** · Produced by **Richard E. LYONS**

**MAIL ORDER BRIDE**

T H E A T R E

Hear Buddy Ebsen Sing "Mail Order Bride" on MGM Records

Ad No. 306—270 Lines (3 Cols. x 90 Lines)

Just a simple hillbilly weddin'  
...a guy, a gal, and a shotgun!

METRO-GOLDWYN-MAYER presents

**MAIL ORDER BRIDE**

STARRING **Buddy EBSEN · Keir DULLEA · Lois NETTLETON**

CO-STARRING

IN **PANAVISION** AND **METROCOLOR**

T H E A T R E

Ad No. 207—100 Lines (2 Cols. x 50 Lines)

Here comes  
the bride  
...and  
the  
hillbilly  
weddin'!



M-G-M PRESENTS  
**MAIL  
ORDER  
BRIDE**  
STARRING  
Buddy EBSEN · Keir DULLEA  
CO-STARRING  
Lois NETTLETON  
IN **PANAVISION**  
AND **METROCOLOR**  
THEATRE

Ad No. 110—100 Lines



"I ain't  
gonna  
swap my  
**FANCY**  
lady for  
no plain ole  
catalog  
bride"



"He's  
gonna  
marry  
respectable

if'n  
it takes a  
shotgun weddin'  
to do it."



METRO-GOLDWYN-MAYER  
presents  
**MAIL  
ORDER  
BRIDE**

STARRING  
Buddy EBSEN · Keir DULLEA · Lois NETTLETON  
CO-STARRING

SCREEN PLAY BY Burt KENNEDY · DIRECTED BY Burt KENNEDY · PRODUCED BY Warren OATES · Richard E. LYONS

IN **PANAVISION**  
AND **METROCOLOR**

Hear Buddy Ebsen  
Sing "Mail Order Bride"  
on MGM Records

T H E A T R E

Ad No. 307—360 Lines (3 Cols. x 120 Lines)

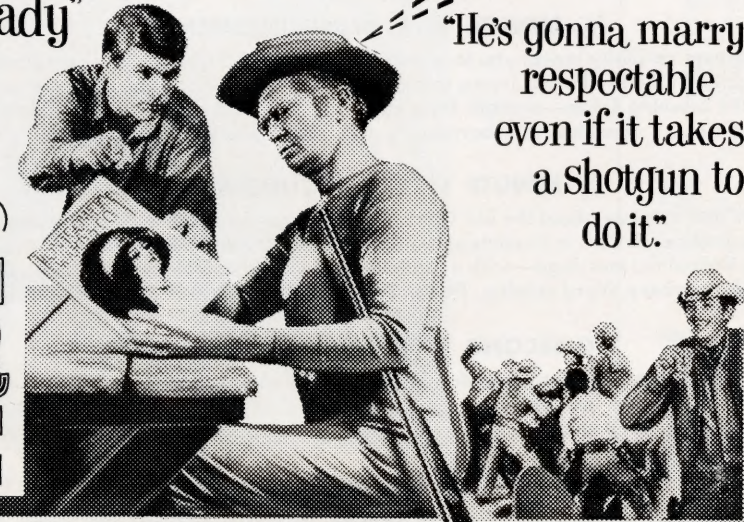
"Why  
settle  
for a  
plain  
ole bride  
when  
I already got me  
a **FANCY** lady"



"He's gonna marry  
respectable  
even if it takes  
a shotgun  
to do it."

METRO-GOLDWYN-MAYER  
presents

**MAIL  
ORDER  
BRIDE**



STARRING  
Buddy EBSEN · Keir DULLEA · Lois NETTLETON  
CO-STARRING

SCREEN PLAY BY Burt KENNEDY · DIRECTED BY Burt KENNEDY · PRODUCED BY Warren OATES · Richard E. LYONS

IN **PANAVISION**  
AND **METROCOLOR**

Hear Buddy Ebsen  
Sing "Mail Order Bride"  
on MGM Records

T H E A T R E

Ad No. 308—270 Lines (3 Cols. x 90 Lines)

Darnedest  
hillbilly weddin'  
you ever  
saw!



M-G-M  
presents

**MAIL  
ORDER  
BRIDE**

STARRING  
BUDDY EBSEN · KEIR DULLEA · LOIS NETTLETON  
CO-STARRING

IN **PANAVISION** AND **METROCOLOR**  
THEATRE

Ad No. 111—75 Lines

**HE LAID DOWN THE LAW  
WITH HIS  
FISTS... and his  
women came  
C.O.D.!**



**MAIL ORDER BRIDE**

STARRING  
Buddy EBSEN · Keir DULLEA · Lois NETTLETON

CO-STARRING  
Lois NETTLETON

SCREEN PLAY BY  
Warren OATES · Burt KENNEDY · Burt KENNEDY · Richard E. LYONS

DIRECTED BY  
Burt KENNEDY

PRODUCED BY  
Richard E. LYONS

IN PANAVISION  
AND METROCOLOR

T H E A T R E

Ad No. 311—270 Lines (3 Cols. x 90 Lines)

**WEST OF  
MONTANA**

where men  
are men  
and women  
come  
C.O.D.



**MAIL  
ORDER  
BRIDE**

METRO-GOLDWYN-MAYER  
presents

STARRING  
BUDDY EBSEN · KEIR DULLEA · LOIS NETTLETON

CO-STARRING  
Lois NETTLETON

SCREEN PLAY BY  
Warren OATES · Burt KENNEDY · Burt KENNEDY · Richard E. LYONS

DIRECTED BY  
Burt KENNEDY

PRODUCED BY  
Richard E. LYONS


IN PANAVISION  
AND METROCOLOR

T H E A T R E

Ad No. 206—200 Lines (2 cols. x 100 Lines)

**WEST OF  
MONTANA**

where women  
come-cash-on-the-  
barrel head!



M-G-M  
presents

**MAIL  
ORDER  
BRIDE**

STARRING  
BUDDY EBSEN · KEIR DULLEA

CO-STARRING  
LOIS NETTLETON

IN PANAVISION  
AND METROCOLOR

T H E A T R E

Ad No. 117—100 Lines

## LIVE RADIO SPOTS

### 1-MINUTE LIVE ANNOUNCEMENT NO. 1

You've heard a lot about the men who won the West. Now here's a movie that's all about the gals who won the men . . . who won the West. It's M-G-M's "Mail Order Bride" . . . an action-packed comedy that brings you a blow-by-blow account of the toughest battle our pioneer fathers ever faced . . . the battle of the sexes. It's hillbilly Buddy Ebsen, getting back in the saddle to ride herd on a rambunctious young cowpoke . . . that's Keir Dullea. And Lois Nettleton plays the bouncy bride who came straight out of the mail order catalog . . . postage-paid. In "Mail Order Bride," you'll see the old West as never before . . . from wild barroom brawls to a wacky shotgun wedding. Yes, you'll get lots of action, lots of belly-laughs, lots of movie—in Panavision and Metrocolor. Don't miss Buddy Ebsen, Keir Dullea and Lois Nettleton in "Mail Order Bride."

### 1-MINUTE LIVE ANNOUNCEMENT NO. 2

Here's a rip-roaring new picture about the real old West . . . where men were men . . . and women came cash on delivery. It's "Mail Order Bride"—a hilarious new shoot-em-up comedy from M-G-M. "Mail Order Bride" stars that lovable hillbilly Buddy Ebsen as an old gunslinger up against his toughest assignment . . . trying to stampede a young cowpoke into matrimony. Keir Dullea's the reluctant bridegroom who'd rather live it up than settle down. And Lois Nettleton plays the blushing bride . . . right out of page 6 of a mail order catalog. It all adds up to as wild and woolly a Western as you're likely to see . . . complete with barroom brawls, pretty gals, rough tough rasslers and even a shotgun wedding. So get in on all the fun of the old frontier . . . now more breathtaking than ever in Panavision and Metrocolor. Don't miss Buddy Ebsen, Keir Dullea and Lois Nettleton in "Mail Order Bride."

### 1/2-MINUTE LIVE ANNOUNCEMENT NO. 1

Metro-Goldwyn-Mayer cordially invites you to a shotgun wedding. It's the hilarious new comedy "Mail Order Bride." See that lovable hillbilly Buddy Ebsen, trying to play matchmaker. Keir Dullea's the very reluctant bridegroom. And Lois Nettleton's the blushing bride—straight from page 6 of the mail order catalog. Don't miss the wild west at its wildest and wackiest . . . complete with barroom brawls and a shotgun marriage. That's "Mail Order Bride"—in Metrocolor.

### 1/2-MINUTE LIVE ANNOUNCEMENT NO. 2

Here's a hilarious new comedy about the old West . . . where men were men . . . and women came cash on delivery. It's M-G-M's "Mail Order Bride" in Panavision and Metrocolor. It stars hillbilly Buddy Ebsen as a cowboy who tries to stampede Keir Dullea into marriage—with a loaded shotgun. And Lois Nettleton's the blushing "Mail Order Bride," straight from a Montgomery Ward catalog. Don't miss "Mail Order Bride" . . . a wild, woolly Western that's strictly for fun.

### 20-SECOND LIVE ANNOUNCEMENT NO. 1

M-G-M cordially invites you to a shotgun wedding. It's that new Metrocolor comedy, "Mail Order Bride" . . . starring Buddy Ebsen, Keir Dullea and Lois Nettleton . . . as the bride from the mail order catalog. See the Wild West at its wildest . . . complete with barroom brawls and a shotgun marriage. See "Mail Order Bride."

### 20-SECOND LIVE ANNOUNCEMENT NO. 2

Here comes M-G-M's "Mail Order Bride"—a hilarious new Western in glorious Metrocolor. It's hillbilly Buddy Ebsen, playing matchmaker with a shotgun. Keir Dullea and Lois Nettleton as the reluctant young lovers. See the West at its wildest . . . with barroom brawls and shotgun weddings . . . in "Mail Order Bride."

### 10-SECOND LIVE ANNOUNCEMENT NO. 1

M-G-M invites you to a shotgun wedding. See "Mail Order Bride" . . . a hilarious Western starring Buddy Ebsen, Keir Dullea and Lois Nettleton. In Metrocolor.

### 10-SECOND LIVE ANNOUNCEMENT NO. 2

Here comes M-G-M's "Mail Order Bride" . . . a hilarious new Western starring Buddy Ebsen, Keir Dullea and Lois Nettleton. More fun than a country wedding!



# COMPLETE CAMPAIGN MAT

All of These Ad and Scene Cuts On One Mat

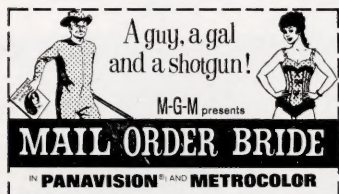


Ad No. 114—28 Lines



Keir Dullea and Lois Nettleton in a romantic close-up from Metro-Goldwyn-Mayer's "Mail Order Bride," comedy-drama of a couple who marry for convenience and then discover love. Buddy Ebsen and Warren Oates also star in the action-filled outdoor drama of the early West, filmed in the High Sierras in Panavision and color.

Mat 1-D



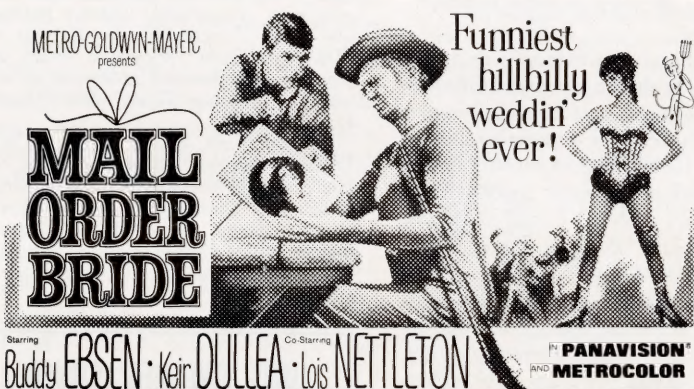
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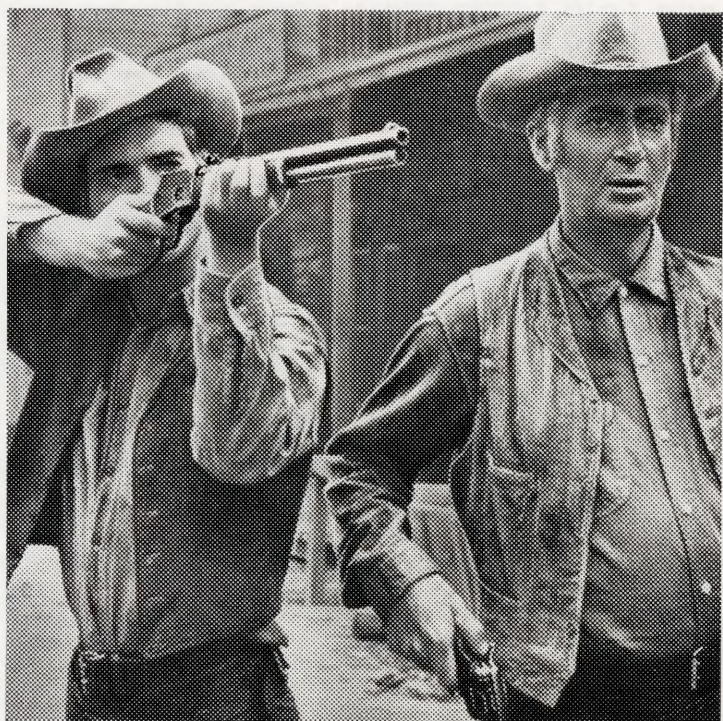
Ad No. 113—40 Lines



Ad No. 209—28 Lines (2 Cols. x 14 Lines)



Ad No. 208—56 Lines (2 Cols. x 28 Lines)



Keir Dullea and Buddy Ebsen shoot it out with cattle thieves in a scene from "Mail Order Bride," Metro-Goldwyn-Mayer's new outdoor drama of the 1890 West. Lois Nettleton and Warren Oates also star in the comedy-drama of an ex-lawman who attempts to tame a hellion by forcing him to marry a girl he has found through a mail order catalogue. The picture was filmed in the High Sierras in Panavision and color.

Mat 2-A



Ad No. 309—200 Lines (3 Cols. x 67 Lines)

COMPOSITE AD AND PUBLICITY MAT

**SPECIAL MAT NO. 1**

Individual Mats Pictured Above May Be Ordered Singly (By Numbers Indicated) At Regular Prices from: NATIONAL SCREEN SERVICE

## BUDDY EBSEN BECAME 'OVERNIGHT STAR' AFTER 30 YEARS IN SHOW BUSINESS!

If you yearn for a career as an actor, it might be a good idea to become a dancer. That is the path to success followed by many of today's male stars.

An outstanding example is Buddy Ebsen, currently starring with Keir Dullea and Lois Nettleton in Metro-Goldwyn-Mayer's "Mail Order Bride." Ebsen started his career as a chorus boy in a Broadway musical. So did Fred Astaire, Gene Kelly, George Murphy, James Cagney, Van Johnson and Clifton Webb. Some of them hung up their dancing shoes after making the switch to acting. Others combine dancing with drama.

Ebsen claims he began dancing because he was hungry.

"When you don't have a job, you don't have money and if you don't have money, it is difficult to keep your stomach full," he says. "I found I could dance my way to three meals a day."

Broadway, and eventually Hollywood, were impressed by Ebsen's individual, stylized dancing. Within five years he became one of the top dancing stars on the New York stage and it was dancing that won him his first movie contract.

"Do you still dance?" is the question most often asked of Ebsen today.

"Yes, but—" is the way he starts out his reply. "Yes, but the producers won't let me."

The tall, sturdily built actor, who looks no more like a dancer than Smokey the Bear, has been the star of television's "Beverly Hillbillies" series for two seasons.

"This series made me an 'overnight star' after 30 years in show business," he laughs.

In addition to his career as an actor-dancer, he is also an accomplished songwriter, night club performer and singer. Of these avocations, songwriting is his favorite. He has had 18 records on the music market, the most successful of which were "Wild Card," "Behave Yourself" and "Be Sure You're Right and Then Go Ahead."

His first attempt at putting music to his lyrics occurred many years ago in Texas, when he was intrigued by the colloquial saying, "I'll See You When the Roads Get Better." That became the title of his first composition, which he sang in his vaudeville act. Later, a publisher became interested in recording the song but needed a number for the other side of the disk. Ebsen and his long time friend, Bonnie Lake, got together and turned out "Wild Card," which was recorded by three major companies.

When Ebsen learned that the RKO Studios were seeking a title song for the picture, "Behave Yourself," he went to work, the result being his song of the same title.

Three years ago, the actor and two



Buddy Ebsen, hit of the "Beverly Hillbillies" television show, now stars on the screen in Metro-Goldwyn-Mayer's action-filled outdoor drama, "Mail Order Bride," with Keir Dullea, Lois Nettleton and Warren Oates. Ebsen plays an ex-lawman in the new picture, filmed in the High Sierras in Panavision and color.

Mail Order Bride  
Still 1813-36 Mat 1-C

other songwriters formed their own company, Musicland. Ebsen's partners are Fess Parker, his co-star in the "Davy Crockett" television series, and Paul Mason Howard, composer of such hits as "Shrimp Boats" and "Gandy-Dancers Ball."

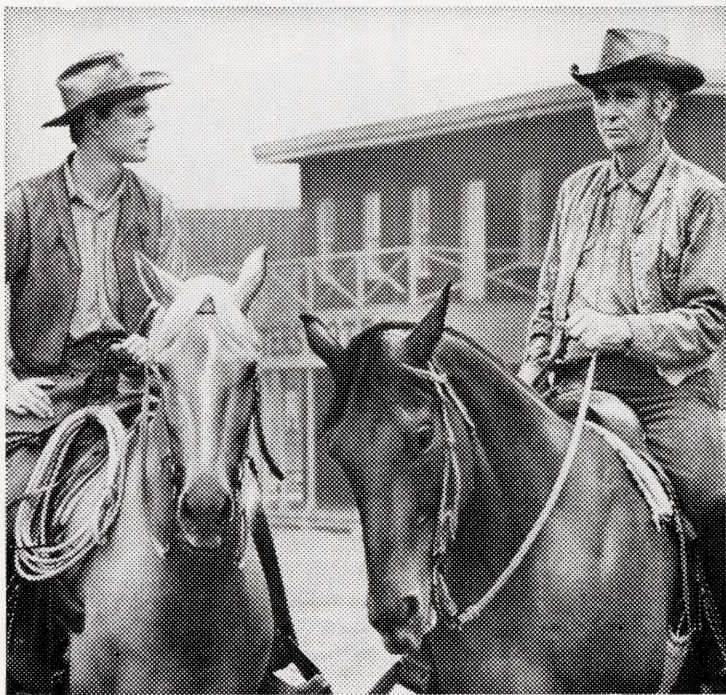
To top it all, Ebsen is one of Walt Disney's biggest recording stars. He has recorded five albums and 14 single disks for the Disney label. Today Buddy Ebsen is a dramatic actor, dancer, night club star and songwriter. But dancing was his stepping stone to success.

### UNIT DWARFS TOWN

When a Metro-Goldwyn-Mayer location unit arrived at Kennedy's Meadows, Calif., for the filming of outdoor sequences of "Mail Order Bride," they discovered that the unit outnumbered the population of the community.

The stars, headed by Buddy Ebsen, Keir Dullea, Lois Nettleton, Warren Oates and Barbara Luna, together with Producer Richard E. Lyons, Director Burt Kennedy and the crew of technicians, numbered 28 persons.

The population of Kennedy's Meadows totals—fourteen!



Keir Dullea and Buddy Ebsen ride the High Sierra country in Metro-Goldwyn-Mayer's "Mail Order Bride." Ebsen plays an ex-lawman who attempts to tame young hellion Dullea by forcing him to marry Lois Nettleton, a girl he has found through a mail order catalogue. Warren Oates co-stars in the comedy-drama of the early West, filmed in Panavision and color.

Still 1813-7

Mail Order Bride Mat 2-B

## BUDDY EBSEN, KEIR DULLEA, LOIS NETTLETON, WARREN OATES STAR IN MGM'S WESTERN COMEDY-DRAMA, "MAIL ORDER BRIDE"

In America's frontier days, the mail order catalogue was the source of supply for almost everything, and in the new Metro-Goldwyn-Mayer outdoor drama, "Mail Order Bride," this convenient catalogue furnishes a wife for a recalcitrant young hellion.

The situation is brought about when ex-lawman Buddy Ebsen rides into the 1890 frontier town of Congress, Montana, to tame Keir Dullea, son of his dead friend. If he refuses to marry Lois Nettleton, a young widow with a small boy, who has answered Ebsen's advertisement and whom he hopes will prove a settling influence on Dullea, the latter will lose his father's ranch to which Ebsen holds the deed.

Dullea therefore marries Miss Nettleton, but it is a marriage in name

only. She helps him rebuild his ramshackle ranch house and gradually an affinity grows between them and they pose as a happily wed couple, although Dullea is only waiting for a way to get rid of Ebsen before putting an end to his mock marriage. It is when Dullea's double-crossing, cattle-thieving friend, Warren Oates, burns down the ranch house in a blaze which comes close to taking the life of Miss Nettleton's young son that the story takes a tensely dramatic turn.

Burt Kennedy, who wrote the screen play for "Mail Order Bride" and also directed the Richard E. Lyons production, has kept the action at a fast pace, with plenty of excitement engendered in such scenes as a free-for-all, chair-flying saloon brawl and the climactic gun showdown between Ebsen and Oates. Nor has he overlooked opportunity for homespun humor and period atmosphere, particularly in a colorful old-fashioned dancing party celebrating

the wedding and in a mass river baptism sequence in which an organist pounds out hymns on an organ mounted on a wagon in the middle of the stream.

All of the film's settings and backgrounds are strikingly beautiful since "Mail Order Bride" was filmed in Panavision and color on locations in the magnificent High Sierras of northern California.

Buddy Ebsen, hit of the "Beverly Hillbillies" television show, is very much at home in the saddle of his ex-lawman role, as are also Keir Dullea, the award-winning star of "David and Lisa," and Warren Oates, who has become a specialist in villain roles. Lois Nettleton, remembered for "Period of Adjustment" and "Come Fly With Me," plays her first outdoor characterization with sincerity and conviction. Others adding to the interest of "Mail Order Bride" are Barbara Luna, Paul Fix, Marie Windsor and young Jimmy Mathers, as the fatherless boy.

### BOTH ARE "BEST"

"Best Actor" marries "Best Actress" in Metro-Goldwyn-Mayer's new outdoor drama, "Mail Order Bride." They are Keir Dullea and Lois Nettleton, cast as the respective groom and bride whose marriage is one of convenience only until fate steps in to change the course of their lives.

Dullea won the Best Actor of 1962 Award at the San Francisco International Film Festival for his performance in "David and Lisa." Miss Nettleton won the Clarence Derwent Award for best performance by an actress in a supporting role for her Broadway stage portrayal in "God and Kate Murphy."

### CAST

Will Lane.....	Buddy Ebsen
Lee Carey.....	Keir Dullea
Annie Boley.....	Lois Nettleton
Jace.....	Warren Oates
Marietta.....	Barbara Luna
Jess Linley.....	Paul Fix
Hanna.....	Marie Windsor
Preacher Pope.....	Denver Pyle
Lank.....	Bill Smith
Sister Sue.....	Kathleen Freeman
Young Old Maid.....	Abigail Shelton
Matt.....	Jimmy Mathers

Produced by Richard E. Lyons. Directed by Burt Kennedy. Screen Play by Burt Kennedy. Based on a short story by Van Cort. Music composed and conducted by George Bassman. Director of Photography: Paul C. Vogel, A.S.C. In Panavision and Metrocolor. Art Direction: George W. Davis and Stan Jolley. Set Decoration: Henry Grace, Bill Calvert. Film Editor: Frank Santillo. Assistant Director: Eli Dunn. Hair Styles by Mary Keats. Make-Up by William Tuttle. Recording Supervisor: Franklin Milton. Presented by Metro-Goldwyn-Mayer.



Buddy Ebsen drives Lois Nettleton to her wedding in this scene from the new Metro-Goldwyn-Mayer comedy, "Mail Order Bride." Ebsen is seen as an ex-lawman who attempts to tame young hellion Keir Dullea by forcing him to marry Miss Nettleton, a girl he has found through a mail order catalogue. Warren Oates also stars in the action-filled story of the early West, filmed in the High Sierras in Panavision and color.

Still 1813-15 E

Mail Order Bride Mat 2-D

## PERSEVERANCE ESSENTIAL TO ACTING ASPIRANTS, DECLARES LOIS NETTLETON

What does it take to become a successful actress? According to Lois Nettleton, one of the fastest-rising young performers in motion pictures, the most important quality is perseverance.

Miss Nettleton, who co-stars with Buddy Ebsen and Keir Dullea in the new Metro-Goldwyn-Mayer film, "Mail Order Bride," speaks from experience. When she first came to New York from Chicago, she secured a role in a Broadway play within three weeks. Things looked pretty easy to the young actress for three months, after which the play closed. She then began pounding the pavement in the usual procedure of besieging producers and agents. Eight weeks passed without tangible results but she refused to give up.

"I kept telling myself that tomorrow would be the day," she says, "but by the end of the eight weeks I was ready to go back to Chicago and start all over again. Nevertheless, my waiting paid off. A producer called me for a part in a play and at the end of its Broadway run I toured with the company."

Back in New York, Miss Nettleton appeared in a television soap opera.

"Some of my friends thought I was foolish not to aim higher," she relates, "but my feeling about it was 'first things first.' As it turned out, this show kept me going for two years. During this period I would go to the television station in the morning and study drama at the Actors Studio at night. It was a tough grind but anyone who expects to become an actress the easy way should go into some other business."

Miss Nettleton's next step was to spend a summer with the American Shakespeare Festival at Stratford, Connecticut. Here, too, she had to bide her time.

"I waited two months before I was given my first part," she says. "But again the waiting proved to be worthwhile and by now I was beginning to understand the true meaning of the word 'patience.' Lee Strasberg, my coach at the Actors Studio, used to say, 'Quitting is always the easiest way out.' Nothing could be truer."

When she returned to New York that fall, Miss Nettleton hit the jackpot when she was chosen for a role in the Broadway play, "God and Kate Murphy," for which she was given the Clarence Derwent Award for "best performance by an actress in a supporting role" by the New York drama critics.

While appearing in this play, she was spotted by MGM producer Lawrence Weingarten, who signed her for her motion picture debut in the screen version of Tennessee Williams' "Period of Adjustment," which she followed with a starring role in "Come Fly With Me."

At this date, Miss Nettleton has more movie, stage and television offers than she can handle. The moral: perseverance pays.

THE ADDITIONAL SCENE AND PLAYER MATS, SHOWN IN THE COMPLETE CAMPAIGN MAT ON ANOTHER PAGE, MAY BE ORDERED SINGLY.



Lois Nettleton plays her first outdoor portrayal in the title role of Metro-Goldwyn-Mayer's "Mail Order Bride," also starring Buddy Ebsen, Keir Dullea and Warren Oates. The talented stage and screen star will be remembered for her fine performances in "Period of Adjustment" and "Come Fly With Me," both for M-G-M.

Mail Order Bride  
Still Nettleton-8096 Mat 1-E

## SHE'S ALWAYS THE GIRL NOBODY WANTS!

Lois Nettleton is finding out that persistence pays—at least on the screen.

She has only played three motion picture roles to date and in each picture she starts out as "the girl nobody wants" but ends up in getting her man before the final fadeout.

After a number of Broadway stage hits, Miss Nettleton made her film debut at MGM in Tennessee Williams' "Period of Adjustment," in which she played a girl whom Tony Franciosa married because she was the boss' daughter. Eventually, she wins his love.

In her next picture, "Come Fly With Me," she played an airplane hostess who is barely redeemed from a future as an old-maid by Karl Malden.

And now in her third MGM drama, "Mail Order Bride," she is seen as a girl whose wedding to Keir Dullea is a marriage-in-name-only. Dullea finally discovers that he loves his wife!

## WINS BRIDE VIA MAIL ORDER CATALOGUE



Lois Nettleton and Keir Dullea, two strangers who have arranged a marriage of convenience, find themselves beginning to like each other in "Mail Order Bride," new Metro-Goldwyn-Mayer comedy-drama of the 1890 West. Buddy Ebsen and Warren Oates also star in the action-filled picture, filmed in the High Sierras in Panavision and color.

Still 1813-10

Mail Order Bride Mat 2-C

### He Knows His Saws

When Keir Dullea read the script of his new Metro-Goldwyn-Mayer movie, "Mail Order Bride," and found that he had to build a house from hand-strown boards, he wasn't at all fazed.

It seems that Dullea worked in San Francisco for a year-and-a-half as an apprentice carpenter before turning to acting as a career.

In "Mail Order Bride," an 1890 frontier drama, he and Lois Nettleton, playing the bride of the title, are shown completing a half-built ranch house. By the time it was finished, Dullea had given it professional touches that not even the script called for!

### Film Depicts Old-Time Western River Baptism

An old-time mass river baptism is a colorful highlight of Metro-Goldwyn-Mayer's new outdoor drama, "Mail Order Bride," starring Buddy Ebsen, Keir Dullea, Lois Nettleton and Warren Oates.

Set in the pioneer period of Montana in the 1890's, the action-filled story has a sequence in which a group of early settlers are baptized in a mountain stream while an organist pounds out hymns on an organ mounted on a wagon in the middle of the river.

## YOUNG WARREN OATES PREFERS HISSES TO KISSES IN HIS MOTION PICTURES

This is the story of a good looking young actor who has no desire to win the leading lady in his movies. Just out of his twenties, he has made his reputation playing villains. He prefers it that way.

His name is Warren Oates. He most recently co-starred with Buddy Ebsen, Keir Dullea and Lois Nettleton at Metro-Goldwyn-Mayer in "Mail Order Bride." And once again he played the villain.

"It may seem odd to the average moviegoer," he says, "but portraying the heavy often can be more rewarding than playing the hero. There are as many ways of enacting a villain as there are shades and degrees of evil. You have a wide choice of methods in making the audience hate you. For me, a hiss is better than a kiss.

"Another nice thing about being the villain is that he lasts longer. He doesn't come and go with each role like some actors who are never seen or heard from for months at a time. Usually he finishes one role and goes

right into another. There is always a demand for a villain, which is why I have spent the last few years trying to become a good 'bad' character."

Oates' advice to youngsters who want to become actors is first to determine whether you want to be a leading man or woman, a comedian or a character player and then work at it until you have achieved your goal.

"This talk about there being little opportunity for new talent is nonsense," he declares. "There are unlimited opportunities for young acting aspirants in the field of television alone, to say nothing of movies and the legitimate theatre. Not a year passes but somebody you never heard of before turns up and is launched into stardom."

Oates received his own start in television, playing a juvenile delinquent on the Jackie Gleason show. "The first of my villains," he says.

Then he worked as a "test pilot" for gags on the "Beat the Clock" show. If a pie in the face of Warren Oates was amusing, it was assumed it would be even funnier in the face of a contestant. He got the job when the spot was vacated by another struggling young actor who had snagged a part in a Broadway play.

"The fellow I replaced became famous in movies," says Oates. "His name was James Dean."

Warren continued getting better parts on television and in 1956, received star billing on the U.S. Steel Hour in a show called "The Three R's."

"At this point, I felt I was ripe for Hollywood," he says. "But I had only one thing in mind. I was determined to play the villain. A western called 'Private Property' started me off and after that I portrayed so many western badmen that I've lost count of the number of times the scripts called for me to be a killer or be killed."

Oates concludes by saying, "Character roles are fun to play because no two villains are alike. That's more than can be said of most heroes."

### Lois Nettleton Essays Her First Outdoor Role

Lois Nettleton, one of the stage and screen's most versatile and talented actresses, essays her first role in an outdoor Western action-drama in Metro-Goldwyn-Mayer's "Mail Order Bride," in which she plays the title role, with Keir Dullea as the reluctant bridegroom.

Miss Nettleton made her film debut at MGM in "Period of Adjustment" after winning the Clarence Derwent Award for her Broadway stage portrayal in "God and Kate Murphy." Her second appearance on the screen was in "Come Fly With Me."



Marie Windsor persuades Lois Nettleton to accept an offer of marriage, even though it is only a marriage of convenience, in this scene from Metro-Goldwyn-Mayer's "Mail Order Bride." Buddy Ebsen, Keir Dullea and Warren Oates also star in the action-filled comedy-drama of the early West, filmed in the High Sierras in Panavision and color.

Still 1813-20

Mail Order Bride Mat 2-E

## EVEN "METHOD" ACTORS, LIKE KEIR DULLEA, GO ALL OUT FOR WESTERNS

Western films, long a staple of the motion picture business, are becoming more popular than ever. Even the "method" actors are going for them.

Keir Dullea is an example. The young actor who won outstanding notices for his performance in "David and Lisa," now reveals his versatility in Metro-Goldwyn-Mayer's new western, "Mail Order Bride," in which he co-stars with Buddy Ebsen and Lois Nettleton.

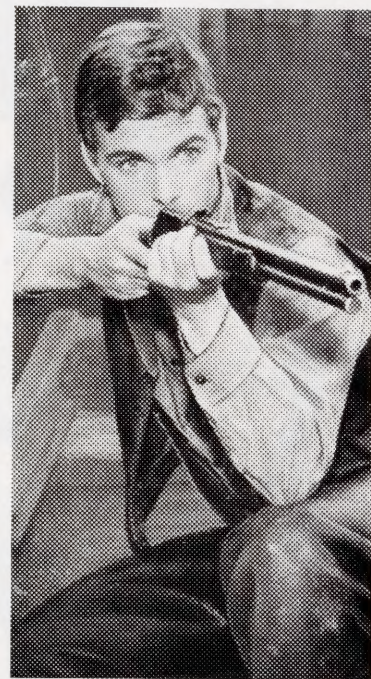
"People call me a method actor," says Dullea, "but Stanislavsky would probably turn over in his grave if he knew what his system looked like today."

Stanislavsky, for those who don't already know, was the famous student of acting in Russia who wrote several books on the art. His theory was that an actor should feel and believe he is the person or thing that he is portraying. For example, if an actor is supposed to be a cat, he should convince himself that, for the moment, he is a cat.

"Although I consider myself a method actor, I think that there are times when it can be carried too far," avers Dullea. "Just recently, I saw a play in which an actor was supposed to be a chair. I could never do that sort of thing because I think it is pointless. The Method is useful in certain areas of drama but there are other areas where it has no practical application."

In "Mail Order Bride," Dullea portrays a young devil-may-care rancher who has let his property run down since the death of his father. Ebsen, a friend of the latter, has the deed to the ranch, which he has been instructed to turn over to the son when he feels he is mature enough. Ebsen decides the only way the boy will ever settle down is to get a wife. He then proceeds to find a girl through a mail order catalogue, with the ensuing incidents providing both comedy and drama.

Dullea says he accepted the part for two reasons. First, because he liked the script which provided him with a change of pace, and secondly because he thought it would be fun. He feels it is



Keir Dullea plays an untamed young hellion of the early West in Metro-Goldwyn-Mayer's comedy-drama, "Mail Order Bride," also starring Buddy Ebsen, Lois Nettleton and Warren Oates. Dullea, one of the screen's fastest-rising newcomers, scored an outstanding hit in "David and Lisa."

Mail Order Bride

Still 1813-1

Mat 1-A

essential for an actor to enjoy the roles he plays.

The part, as in most westerns, called for him to ride a horse and he took lessons at a Long Island stable.

"But when I went to Hollywood for the picture," he relates, "everybody laughed when I started to ride, just like in the piano-playing joke."

It seems the system they use in the East is not quite the same as western riding style.

"It took me 19 hours of riding lessons in New York," says Dullea, "but in Hollywood, it took the trainer only an hour to teach me to ride western style. I was assigned a horse to use throughout the picture and fell in love with him. I have made the owners an offer and if they take it, I am going to have the horse shipped to New York. We can take a daily canter in Central Park."

Dullea, who has appeared in most of the major television dramatic shows, expects to spend his acting career commuting between New York and Hollywood.

"It's all part of the change that has taken place in the industry," he says. "In the old days, if an actor worked in Hollywood, he lived there. Today, a great many actors divide their work between stage, television and screen. That's for me."

### DANCE HALL SIREN



Barbara Luna plays a dance hall girl of the West's early frontier days in Metro-Goldwyn-Mayer's "Mail Order Bride," starring Buddy Ebsen, Keir Dullea and Lois Nettleton. Miss Luna last scored at MGM in "Dime With a Halo."

Mail Order Bride  
Still 1813-31

Mat 1-B

## WHOOOP-DE-DO PARTY CELEBRATES WEDDING

Although Buddy Ebsen, who first achieved fame as a dancing star in Broadway musicals, has now become a dramatic actor, he gets one chance to show off his dancing prowess in a colorful sequence of Metro-Goldwyn-Mayer's outdoor drama, "Mail Order Bride."

In the new film, set against a background of 1890 Montana, Ebsen, as an ex-lawman, finds a bride (Lois Nettleton) for young hellion Keir Dullea, whom he hopes marriage will tame down.

To celebrate the marriage, the town-folk and neighbors stage a party in the ranch house—Dullea has started but has never finished. Using the floor of the partly-built house for dancing, with the sides of the house wide open to the picturesque mountain country, they hold a real whoop-de-do celebration with a banjo player providing the music. Ebsen, with years of dancing behind him, was completely at ease in the old-fashioned steps.

"Mail Order Bride" was filmed on locations in the High Sierras of northern California in Panavision and Metrorcolor. Burt Kennedy directed the action-filled picture, based on a short story by Van Cort, and also wrote the screen play. Richard E. Lyons is the producer.

"I ain't gonna swap my **FANCY** lady for no plain ole catalog bride"

"He's gonna marry respectable"

if'n it takes a shotgun weddin' to do it."

METRO-GOLDWYN-MAYER PRESENTS

**MAIL ORDER BRIDE**

STARRING Buddy EBSSEN • Keir DULLEA • Lois NETTLETON

IN **PANAVISION** AND **METROCOLOR**

WARREN OATES • BURT KENNEDY • BURT KENNEDY • RICHARD E. LYONS

Hear Buddy Ebsen Sing "Mail Order Bride" on MGM Records

6 SHEET

"Why settle for a plain ole bride when I already got me a **FANCY** lady"

"He's gonna marry respectable even if it takes a shotgun to do it."

METRO-GOLDWYN-MAYER presents

**MAIL ORDER BRIDE**

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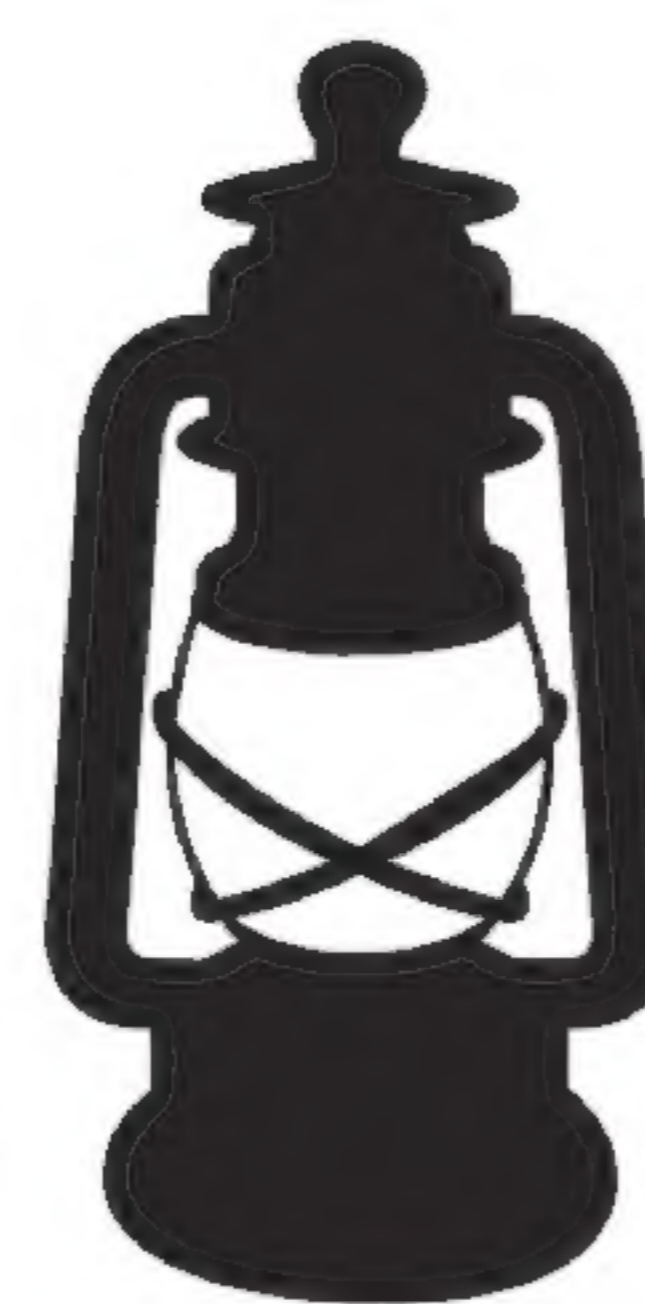
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